

Specification Amendments

Please amend page 4, first full paragraph (paragraph 0007) to read as follows:

In accordance with another aspect of the invention, each of the price display units has an electronic identification code printed thereon, which is readable with a scanner that is also capable of reading the stock number printed in an electronically readable code on the products on the various shelves. To facilitate the programming of the various price display units to relate the pricing unit to the product being priced, a handheld programming unit is provided for use by one of the store personnel. In this embodiment, the handheld programming unit or wand includes a transmitter for transmitting an RF signal to the repeaters and antenna in the ceiling that connect the control units to the control station. A store employee can then use the scanner of the handheld unit to read the stock number of a product on a shelf and the identification code of a price display unit and transmit that information to the control station and software in the control station connect ~~[[of]]~~ the pricing information to be displayed to the price display unit having the identification code associated with the stock number of the product.

Please amend page 7, first paragraph (paragraph 0021) to read as follows:

Referring to Figs. 1 and 2, a typical store 10, such as a supermarket, has at the forward end thereof an entrance 11, an exit 12 and a plurality of check out counters 13 – 13. At the rear of the store are storage facilities 14 and the central

offices 15 including the manager's office 16. Within the central portion of the store 10 are a plurality of parallel aisles 17 - 17, with the adjacent aisles 17 separated from each other by shelving 18 - 18, on which the goods to be sold in the store are displayed. The shelving 18 - 18 are typically formed in standard-sized lengths, such as 20 feet, arranged end to end, with the lengths of shelving being joined to one another by vertically-oriented support members 19 - 19. A length of shelving 18, therefore, will have a plurality of vertical support members 19 - 19 at regularly spaced intervals along the length thereof to retain the weight of products 20 - 20 being displayed thereon. Each product 20 displayed on a shelf 18 has a bar code 21 printed thereon readable by an electronic scanner, not shown, and the bar code 21 retains a product identification number in an electronically-readable form.

Please amend page 10, the paragraph beginning at the bottom of the page (paragraph 0028) to read as follows:

As best shown in Figs. 5 and 6, when seen in cross-section, the price display unit 52 is U-shaped, with the forward and rearward panels 53, 70 being parallel to one another and spaced a distance apart and configured to permit the rearward panel 70 to slide between the rearward and forward panels 38, 40 of the bus 32. As best shown in Fig. 6 the hooks 72, 74 are adapted to engage the rib 50 on the rearward surface of the forward panel 40, to thereby retain the pricing unit 52 in engagement with the bus 32. As best Best-shown in Fig. 9, the contacts 76-80 on the rearward panel 70 of the pricing unit 52 are staggered and positioned such that

each one of the contacts 76 – 80 will engage one of the conductive strips 44 – 48 of the bus 32 when the price display unit 52 is attached to a bus 32.

Please amend page 13, the paragraph beginning in the middle of the page (paragraph 0034) to read as follows:

In accordance with another aspect of the invention, a handheld wand 130 is also provided, which includes a scanner 132 for reading the bar codes 21 on the various products 20 – 20 positioned along the shelves 18 – 18. The wand 130 also includes an electronic transmitter 134 for transmitting a signal readable by the electronic detector 66 in each of the price display units 52. Software in the control station 102 and in the microprocessor 128 of the price display units 52 permits store personnel to coordinate a price display unit 52 to a particular product 20 by first using the scanner 132 of the wand 130 to read the product bar code 21 of a product 20 ~~product 18~~, then storing the electronic reading of the bar code 21 in a memory 136 of the wand 130, and thereafter sending the electronic code 21 through the electronic transmitter 134 to the price display unit 52 by means of the detector 66 thereon.

Please amend page 14, the first full paragraph (paragraph 0035) to read as follows:

Referring to Figs. 8 and 11, in an alternate embodiment, the wand 130 includes a transmitter 138 suitable for communicating with the transmitter/receiver 106 of the control station 102, either directly or through the repeaters 112 in the ceiling of the store 10. In this embodiment, the wand 130 may be used to read the barcode 21 on a product 20 ~~product 18~~ and read a second barcode 140 on a price display unit 52 and transmit the information to the control station 102, where the price display unit 52 is aligned to display the prices of the product 20 ~~product 18~~ associated therewith.